

Health Communication Science Digest

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To enhance awareness of emerging health communication and marketing scientific knowledge, the Science Team in the Office of the Associate Director for Communication at the Centers for Disease Control and Prevention frequently undertakes an extensive scan of the expert literature. Recent publications with particular relevance for the public health communication community are detailed here.

Abstracts and PDF copies of most articles are available through the DOI hyperlink included with each citation. In some cases, however, the DOI hyperlink will not work or the publisher charges for the article. The help of your local library staff may be required in such circumstances to secure access to some publications.

Please share your comments or questions with us. Contact HCSD@cdc.gov.

Articles of Interest

- ❖ Ayala, G. X., & Elder, J. P. (2011). Qualitative methods to ensure acceptability of behavioral and social interventions to the target population. *Journal of Public Health Dentistry*, 71, S69-S79. doi: [10.1111/j.1752-7325.2011.00241.x](https://doi.org/10.1111/j.1752-7325.2011.00241.x)
- ❖ Bengtsson, L., Lu, X., Thorson, A., Garfield, R., & von Schreeb, J. (2011). Improved response to disasters and outbreaks by tracking population movements with mobile phone network data: A post-earthquake geospatial study in Haiti. *PLoS Med*, 8(8). doi: [10.1371/journal.pmed.1001083](https://doi.org/10.1371/journal.pmed.1001083)
- ❖ Carroll, R., & Luna, D. (2011). The other meaning of fluency: Content accessibility and language in advertising to bilinguals. *Journal of Advertising*, 40(3), 73-84. doi: [10.2753/JOA0091-3367400306](https://doi.org/10.2753/JOA0091-3367400306)
- ❖ Clarke, P., Evans, S. H., & Hovy, E. H. (2011). Indigenous message tailoring increases consumption of fresh vegetables by clients of community pantries. *Health Communication*, 26(6), 571-582. doi: [10.1080/10410236.2011.558337](https://doi.org/10.1080/10410236.2011.558337)
- ❖ Cook, S., Conrad, C., Fowlkes, A. L., & Mohebbi, M. H. (2011). Assessing Google Flu Trends performance in the United States during the 2009 influenza virus A (H1N1) pandemic. *PLoS One*, 6(8). doi: [10.1371/journal.pone.0023610](https://doi.org/10.1371/journal.pone.0023610)
- ❖ Dabbs, A. D., Song, M. K., Hawkins, R., Aubrecht, J., Kovach, K., Terhorst, L., Connolly, M., McNulty, M., & Callan, J. (2011). An intervention fidelity framework for technology-based behavioral interventions. *Nursing Research*, 60(5), 340-347. doi: [10.1097/NNR.0b013e31822cc87d](https://doi.org/10.1097/NNR.0b013e31822cc87d)
- ❖ Downing, J., Jones, L., Bates, G., Sumnall, H., & Bellis, M. A. (2011). A systematic review of parent and family-based intervention effectiveness on sexual outcomes in young people. *Health Education Research*, 26(5), 808-833. doi: [10.1093/her/cyr019](https://doi.org/10.1093/her/cyr019)



- ❖ Eke, P. I. (2011). Using social media for research and public health surveillance. *Journal of Dental Research*, 90(9), 1045-1046. doi: [10.1177/0022034511415277](https://doi.org/10.1177/0022034511415277)
- ❖ Gold, J., Aitken, C. K., Dixon, H. G., Lim, M. S. C., Gouillou, M., Spelman, T., Wakefield, M., & Hellard, M. E. (2011). A randomised controlled trial using mobile advertising to promote safer sex and sun safety to young people. *Health Education Research*, 26(5), 782-794. doi: [10.1093/her/cyr020](https://doi.org/10.1093/her/cyr020)
- ❖ Golder, S. A., & Macy, M. W. (2011). Diurnal and Seasonal Mood Vary with Work, Sleep, and Daylength Across Diverse Cultures. *Science*, 333(6051), 1878-1881. doi: [10.1126/science.1202775](https://doi.org/10.1126/science.1202775)
- ❖ Hammond, D. (2011). Health warning messages on tobacco products: A review. *Tobacco Control*, 20(5), 327-337. doi: [10.1136/tc.2010.037630](https://doi.org/10.1136/tc.2010.037630)
- ❖ Heavilin, N., Gerbert, B., Page, J. E., & Gibbs, J. L. (2011). Public health surveillance of dental pain via Twitter. *Journal of Dental Research*, 90(9), 1047-1051. doi: [10.1177/0022034511415273](https://doi.org/10.1177/0022034511415273)
- ❖ Kling, J. R., Mullainathan, S., Shafir, E., Vermeulen, L., & Wrobel, M. (2011). Comparison friction: Experimental evidence from Medicare drug plans. *National Bureau of Economic Research Working Paper Series, No. 17410*. Retrieved from <http://www.nber.org/papers/w17410.pdf>
- ❖ Kraak, V. I., Story, M., Wartella, E. A., & Ginter, J. (2011). Industry progress to market a healthful diet to American children and adolescents. *American Journal of Preventive Medicine*, 41(3), 322-333. doi: [10.1016/j.amepre.2011.05.029](https://doi.org/10.1016/j.amepre.2011.05.029)
- ❖ LaPlante, C., & Peng, W. (2011). A systematic review of e-health interventions for physical activity: An analysis of study design, intervention characteristics, and outcomes. *Telemedicine and E-Health*, 17(7), 509-523. doi: [10.1089/tmj.2011.0013](https://doi.org/10.1089/tmj.2011.0013)
- ❖ Liu, B. F., & Kim, S. (2011). How organizations framed the 2009 H1N1 pandemic via social and traditional media: Implications for US health communicators. *Public Relations Review*, 37(3), 233-244. doi: [10.1016/j.pubrev.2011.03.005](https://doi.org/10.1016/j.pubrev.2011.03.005)
- ❖ Madden, M., & Zickuhr, K. (2011). 65% of online adults use social networking sites. *Pew Research Center*. Retrieved from <http://pewinternet.org/Reports/2011/Social-Networking-Sites.aspx>
- ❖ Miller, G. (2011). Social scientists waded into the Tweet stream. *Science*, 333(6051), 1814-1815. doi: [10.1126/science.333.6051.1814](https://doi.org/10.1126/science.333.6051.1814)
- ❖ Mitchell, K. J., Bull, S., Kiwanuka, J., & Ybarra, M. L. (2011). Cell phone usage among adolescents in Uganda: Acceptability for relaying health information. *Health Education Research*, 26(5), 770-781. doi: [10.1093/her/cyr022](https://doi.org/10.1093/her/cyr022)
- ❖ Montalbano, E. (2011a). Americans using web more for federal customer service. *InformationWeek*. Retrieved from <http://www.informationweek.com/news/government/info-management/231600519>
- ❖ Montalbano, E. (2011b). Internet tops for communicating with government, *InformationWeek*. Retrieved from <http://www.informationweek.com/news/government/info-management/231601239>



- ❖ Pratt, C. B. (2011). China's tobacco industry's communication practices: Paradoxes and proposals for public policymaking. *Public Relations Review*, 37(3), 318-320. doi: [10.1016/j.pubrev.2011.03.010](https://doi.org/10.1016/j.pubrev.2011.03.010)
- ❖ Sznitman, S., Venable, P. A., Carey, M. P., Hennessy, M., Brown, L. K., Valois, R. F., . . . Romer, D. (2011). Using culturally sensitive media messages to reduce HIV-associated sexual behavior in high-risk African American adolescents: Results from a randomized trial. *Journal of Adolescent Health*, 49(3), 244-251. doi: [10.1016/j.jadohealth.2010.12.007](https://doi.org/10.1016/j.jadohealth.2010.12.007)
- ❖ Taute, H. A., McQuitty, S., & Sautter, E. P. (2011). Emotional information management and responses to emotional appeals. *Journal of Advertising*, 40(3), 31-43. doi: [10.2753/JOA0091-3367400303](https://doi.org/10.2753/JOA0091-3367400303)
- ❖ Xie, B. (2011). Experimenting on the impact of learning methods and information presentation channels on older adults' e-health literacy. *Journal of the American Society for Information Science and Technology*, 62(9), 1797-1807. doi: [10.1002/asi.21575](https://doi.org/10.1002/asi.21575)
- ❖ Zurovac, D., Sudoi, R. K., Akhwale, W. S., Ndiritu, M., Hamer, D. H., Rowe, A. K., & Snow, R. W. (2011). The effect of mobile phone text-message reminders on Kenyan health workers' adherence to malaria treatment guidelines: A cluster randomised trial. *Lancet*, 378(9793), 795-803. doi: [10.1016/s0140-6736\(11\)60783-6](https://doi.org/10.1016/s0140-6736(11)60783-6)

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